

**HUDSON COMPREHENSIVE PLAN STEERING COMMITTEE**  
**CITY OF HUDSON, WISCONSIN**

Monday, October 14, 2019 1:00 p.m.  
City Hall Council Chambers, 505 Third Street

**AGENDA**

(Click on agenda items highlighted in blue to access documents related to that item)

1. Call to Order
2. [Discussion and possible action on the September 23, 2019 meeting minutes.](#)
3. New Business
  - A. [Discussion and possible action on the community survey.](#)
  - B. [Discussion on outreach strategies.](#)
  - C. [Discussion on Public Involvement Workshop #1.](#)
4. Communications and Items for Future Agendas
  - A. Stakeholder meetings
5. Adjournment

Posted in City Hall lobbies and emailed to *Hudson Star Observer* on 10/11/2019

Notice is hereby given that a majority of the City Council may be present at the aforementioned meeting of the Plan Commission to gather information about a subject over which they have decision making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N. W. 2d 408 (1993), and must be noticed as such, although the Council will not take any formal action at this meeting.





REGULAR MEETING OF THE COMPREHENSIVE PLAN  
STEERING COMMITTEE  
CITY OF HUDSON  
Monday, September 23, 2019

The Hudson Comprehensive Plan Steering Committee meeting was called to order by O'Connor at 1:03 p.m.

PRESENT. Rich O'Connor, Jim Webber, Aaron Reeves, Tiffany Weiss, Michael Mroz, Michael Johnson, and Fred Yoerg.

ABSENT. None.

OTHERS PRESENT. Brea Grace, and Nate Day.

**UNFINISHED BUSINESS.**

None.

**NEW BUSINESS.**

Discussion and possible action on the election of a Steering Committee Chairperson. Yoerg inquired what role the chairperson would hold in the committee. Johnson explained that the chairperson would lead meetings and would be in charge of agendas and minutes. Motion by Webber, seconded by Yoerg to approve Michael Johnson as the Committee Chairperson.

All Ayes (7). Motion Carried.

Discussion on the comprehensive plan project timeline. Brea Grace, project manager from SEH, explained the proposed project timeline and the differences between the proposed event dates versus the project deliverable dates. Yoerg asked if the order of the drafted chapters is set in stone or if it could be modified to suit the City's needs. He further explained that it would be nice to have the land use item be seen up front by the community to allow stakeholders some time to provide input, rather than having it be seen at the very end with very little time to be reviewed. Grace said the timeline can certainly be modified to give more important chapters the time and visibility they need to garner as much feedback as possible.

Yoerg asked if the city can move further eastward. O'Connor said we can, but we are talking about a moratorium. O'Connor inquired what the comprehensive plan means by "land use" since it is a very broad term that includes housing and transportation. Grace said the Future Land Use map helps define what the community wants or predicts (zoning updates will be necessary over time).

Yoerg mentioned that the City should ensure that any land that is annexed into the city should provide future revenue to the City. Johnson said this is already done before each annexation through the petition process.

Discussion and possible action on the public participation plan and outreach strategies. Grace reviewed the staff report for the public participation plan and mentioned that by state statute, the City is required to have a public participation plan be reviewed and approved by the Plan Commission and Common Council prior to any further action being taken. Grace walked through the project website that SEH built for the City. Mroz inquired if the Meeting Notices section of the plan could go into more



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depth, explaining that meeting notices would be posted in City hall, at the library, and on the online meeting center portal. Grace said this change can be added. Mroz also inquired about adding River Channel into the plan in that they would record all public involvement meetings for those that are unable to make it the meetings in person. Grace said this can also be done. Motion by Mroz, seconded by Yoerg to approve sending a recommendation of the public participation plan and outreach strategies to the Plan Commission and Common Council for final review with the following condition(s):

1. Adding video recordings into the plan under the "Public Involvement Meetings" section
2. Adding exact places where meeting notices would be posted around the city (City hall, library, and online meeting center).

All Ayes (7). Motion Carried.

Discussion and possible action on the community survey and/or POLCO engagement strategy.

Grace explained how the POLCO strategy could be beneficial to the City in its comprehensive plan update. Any future use of POLCO beyond November 2020, after the comprehensive plan has been successfully updated, would need to be paid for by the City. Johnson mentioned that in the community survey, question 3 would need to be reworded to "What type of 'business' development should Hudson encourage in the next 30 years?" Reeves mentioned that question 4 should provide an open-ended question, asking "Where do you propose housing (new/updated) go within the City?" Yoerg also inquired about the addition of an open box at the end of the survey to allow residents to provide input on any number of things, the question being phrased as "Anything else you would like us to know?" Motion by Mroz, seconded by Yoerg to approve the community survey and POLCO engagement strategy with the following condition(s):

1. That all listed changes be added to the community survey.
2. That the community survey be reviewed one final time by steering committee members prior to the end of the day Friday, September 27th.

All Ayes (7). Motion Carried.

**COMMUNICATIONS AND ITEMS FOR FUTURE AGENDAS.**

Grace mentioned that a meeting schedule should be created for the steering committee so that meeting dates are established and on everyone's calendars. Johnson also mentioned that the committee needs to choose a handful of places to host public involvement meetings, whether they be held at City hall or at nursing homes, the YMCA, etc.

Next meeting date is scheduled for Monday, October 14, 2019 at 1:00 p.m.

**ADJOURNMENT.**

Motion by Yoerg, seconded by Mroz to adjourn at 1:54 p.m. All Ayes (7). Motion Carried.

Respectfully submitted,  
Tiffany Weiss, Acting Secretary



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**TO:** Hudson Comprehensive Plan Steering Committee

**FROM:** Brea Grace

**DATE:** October 14, 2019

**SUBJECT:** Discussion and possible action on the community survey.

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**BACKGROUND:**

Following the discussion at the September 23, 2019 Steering Committee meeting and comments received by members of the committee, the Community Survey has been updated and is ready for final review.

**STAFF RECOMMENDATION:**

Recommends the Steering Committee approve the community survey with the following condition(s):

1. That a line be added at the end of the survey, stating the following: "When finished, please take completed surveys to the front desk of City Hall".

**ACTION REQUESTED:**

Approve the Community Survey for distribution with conditions.

**ATTACHED:**

SEH Memo  
Finalized Community Survey

Prepared by: Tiffany Weiss, Associate City Planner  
Through: Mike Johnson, AICP, Community Development Director

# Community Survey

## for Comprehensive Plan Update

The City of Hudson has started the process of updating its Comprehensive Plan. The purpose of the Comprehensive Plan is to identify issues, opportunities, needs and organize public policy to address them in a manner that makes the best and most appropriate use of City resources.

The City of Hudson is requesting public input as we begin this Plan update. The Plan will be based on input gathered from the community. Each individual may take the survey once. We encourage each person in a household to complete the survey - adults and children. Please share your opinion with us!

All questions are required except for the optional comment areas near the bottom, so please make sure you have filled everything out before submitting. Thank you for your time and investment in our community!

### 1. Please rate the quality of the following in Hudson:

	Excellent	Very Good	Good	Fair	Poor	Unsure
Friendly Community						
Community Atmosphere						
Schools						
City Government						
Safe Community / Feeling of Security						
Activities for Youth						
Child Care Facilities						
Community Events						
Internet Service						
Medical Facilities						
Housing Options						
Opportunities for Quality Jobs						
Parks & Open Space						
Water Resources Quality						
Air Quality						
Overall Quality of Life in Hudson						

### 2. How important is it for the City of Hudson to promote the following in the next 20 years?

	Extremely Important	Very Important	Somewhat Important	Not Very Important	Not At All Important	Unsure
Maintaining Community Atmosphere						
Maintaining a Good School System						
Maintaining a Safe Community / Security						
Promoting Public Health & an Active Community						
Promoting Youth Activities						
Supporting Existing Businesses						
Encouraging New Employment Opportunities						
Expanding Shopping Options						
Improving Senior Citizen Services						
Enforcing Municipal Codes & Development Standards						
Maintaining and Improving Local Roads						
Encouraging Sustainable Development						
Protecting Natural Areas						
Protecting Water Resources						

3. What type of business development should Hudson encourage in the next 20 years?

	Need More Of	Keep at Existing Level	Need Fewer Of	Unsure
Offices / Business Parks				
Retail / Shopping				
Neighborhood Services / Businesses				
Restaurants				
Hotels / Motels				
Entertainment / Attractions				
Tourism Industry				
Industry / Manufacturing				

4. Are there other types of business development Hudson should encourage in the next 20 years? If so please describe the type and identify where it should be located.

5. To what extent do you agree or disagree with each of the following statements about housing development in Hudson?

	Agree	Neutral	Disagree
There is an adequate supply of well-built and well maintained quality housing			
More single family homes are needed			
More two family homes are needed			
More multi-family homes are needed			
More condominiums are needed			
More senior living options (independent and/or assisted living) are needed			
More affordable housing is needed			
More rental housing is needed			

6. Please identify the location of where new and/or updated housing development should occur.

7. Please indicate to what extent you agree with each of the following statements:

	Agree	Neutral	Disagree
There is an effective level of cooperation between Hudson and its neighboring communities			
There is an adequate supply of living wage jobs			
Streets in Hudson are generally well maintained			
There is a good support system in place for entrepreneurs and new businesses			
More bike facilities (bike parking, bike lanes, etc.) are needed within the City			
Hudson is a welcoming and attractive place for visitors			
City services are effectively provided			



8. Please indicate if you agree or disagree with the following statements about Hudson's parks and trails:

	Agree	Neutral	Disagree
Parks within the City meet my and or my family's routine recreational needs			
Our parks are well maintained			
The existing trail system is adequate			
The off-street trail system should be improved / extended			
The existing sidewalk system is adequate			

9. Please indicate whether you agree or disagree with the following statements:

	Agree	Neutral	Disagree
My neighborhood reflects pride of ownership and investment			
My neighborhood is attractive			
Transportation to/from and around my neighborhood is adequate			
I know many of my neighbors			

10. If you could change one thing in the City of Hudson, what would it be and why?

11. What is the one thing about Hudson that should not change and why?

**Information About You:** We ask for this information so that we can better understand responses. You will remain anonymous and your responses will not be reported individually.

12. In what municipality do you reside?

	Check One
City of Hudson	
Village of North Hudson	
Town of Hudson	
Town of Troy	
Town of St. Joseph	
Other (Please Specify) _____	

13. Please check all that apply:

	Check All That Apply
Live in Hudson	
Work in Hudson	
Own a business in Hudson	
Have child(ren) in / attend Hudson School District	
Volunteer for the City	



14. How long have you lived in Hudson?	
	Check One
Less than 1 year	
1-5 years	
6-10 years	
11-20 years	
21-40 years	
41+ years	
I don't live in Hudson	

16. Your home: Do you?	
	Check One
Own	
Rent	

18. Employment Situation: Which best applies to you?	
	Check One
Full-Time	
Part-Time	
Unemployed	
Retired	
Homemaker	
Student	

20. What is your gender?	
	Check One
Male	
Female	
Other (Write In) _____	

<b>Name:</b>
<b>Address:</b>
<b>Email Address:</b>

23. Is there anything else you would like to share with us?

Please provide us with your name and address. Your survey responses will remain anonymous and your information will not be distributed for external purposes.

15. Housing: Which type best applies to you?	
	Check One
Detached Single Family Home	
Duplex / Two Family Home	
Apartment Complex	
Condominium	
Mobile Home	
Senior Housing	

17. Level of Education: Which best applies to you?	
	Check One
Less than High School	
High School Graduate	
Some College, No Degree	
Associate's Degree	
Bachelor's Degree	
Graduate / Professional Degree	

19. What age range are you in?				
	Check One			Check One
Under 18			45-54	
18-24			55-64	
25-34			65-74	
35-44			75+	

21. How would you like to participate in this process?	
Please check all that apply:	
Public meetings held in the evening	
Public meetings held in the afternoon	
Public meetings held over the lunch hour	
Public meetings held in the morning	
Online questionnaires	
Email notifications	
Newspaper articles	
Visiting the project website	

22. Would you like to receive additional information from the City of Hudson by email?	
Yes	
No	

Thank you for taking the time to complete our survey. Your response is very important to us.



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**TO:** Hudson Comprehensive Plan Steering Committee

**FROM:** Community Development

**DATE:** October 14, 2019

**SUBJECT:** Discussion on outreach strategies.

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**BACKGROUND:**

With the comprehensive plan update underway, initial outreach strategies will need to be decided upon. This includes how the Community Survey will be distributed to community members. Some recommended methods provided by SEH include:

- Paper copies of the survey being made available at City Hall, Water/Sewer Utility counter, and at the Library.
- Flyer or postcard bulk mailing.
- Coordinating with School District to advertise with families.
- Posting 8.5"x11" flyers and/or posting an outside banner.
- Online distribution, including through the City's website, Facebook and Twitter.
- Advertising at community events and meetings.

**ATTACHED:**

SEH Memo

Prepared by: Tiffany Weiss, Associate City Planner  
Through: Mike Johnson, AICP, Community Development Director





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**TO:** Hudson Comprehensive Plan Steering Committee

**FROM:** Brea Grace

**DATE:** October 14, 2019

**SUBJECT:** Discussion on Public involvement Workshop #1.

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**BACKGROUND:**

With the anticipated approval of the public participation plan by the Council on Monday, October 21<sup>st</sup>, the steering committee needs to start planning a date, time and location for the first Public Involvement Workshop.

Possible venues include:

- City Hall Council Chambers
- Library
- School Gymnasium (Elementary, Middle, or High School)

**ATTACHED:**

SEH Memo

Prepared by: Tiffany Weiss, Associate City Planner  
Through: Mike Johnson, AICP, Community Development Director



Building a Better World  
for All of Us®

## MEMORANDUM

TO: City of Hudson Comprehensive Plan Steering Committee

FROM: Brea Grace

DATE: October 10, 2019

RE: Public Outreach  
SEH No. 152551 – 14

### I) Community Survey

Following our discussion at the September Steering Committee meeting and comments received from the Steering Committee, the Community Survey was updated and is ready for final review. A copy is in the Committee packet for the October 14<sup>th</sup> meeting.

We also have updated the Comprehensive Plan project website. The web address is:  
<https://hudsoncomprehensiveplan.squarespace.com/>

The community survey has been set-up in Polco and is accessible through the project website. We welcome you to view the project website and click on the link for the survey to see how it is set-up online.

### II) Outreach Strategies

At the October 14<sup>th</sup> meeting we will need to continue our discussion and decide upon initial outreach strategies. Some points for discussion about distribution of the Community Survey include the following:

- Paper copies of the survey will be available at City Hall, the Water/Sewer Utility counter, and the Hudson Public Library.
- Flyer or postcard bulk mailing.
- Coordinating with School District to advertise with families.
- Posting 8.5" x 11" flyers and/or outside banner.
- Online distribution, including through the City's website, Facebook and Twitter.
- Advertising at community events and meetings.

### III) Public Involvement Workshop #1

At the October 14<sup>th</sup> Steering Committee meeting we will also discuss our planning efforts for the project's first Public Involvement Workshop. We will discuss and identify a location for this event so we can reserve the venue.

Thank you for your guidance throughout the Comprehensive Plan update process.

BG

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